



## **Art**

**Fieldwork Dates: 3rd - 6th August 2018**

**Conducted by YouGov  
On behalf of YouGovNY**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1207 adults. Fieldwork was undertaken between 3rd - 6th August 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US\_nat Sample: 3rd - 6th August 2018



Total	Gender		Age			Region				Race		
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
	A	B	C	D	E	F	G	H	I	J	K	L

**R5oSk. Do you have a favorite work of visual art (e.g., any specific painting, sculpture, photograph, etc.)?**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Yes, I do	424	210	215	138	104	183	73	74	179	98	286	36	48
											K		K
No, I don't	661	310	350	198	172	291	141	111	262	146	426	101	70
												M	
Don't know/not sure	122	67	56	50	28	44	25	16	49	32	60	22	19
												J	J

**wt1X6. How artistic would you say you personally are?**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Very artistic	137	63	74	61	35	41	22	16	68	30	82	27	11
				E								L	
Somewhat artistic	367	177	190	134	89	144	64	71	145	87	227	47	45
Not very artistic	342	166	177	96	91	155	61	49	150	82	234	32	37
											K		
Not at all artistic	302	147	155	60	78	164	76	59	102	64	206	40	32
					C	C	H	H					
Don't know/not sure	58	34	24	35	11	13	17	5	24	12	23	13	12
				D,E								J	J

**cAocS. How important is art in general to your life?**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Very important	215	94	120	92	54	68	35	29	90	60	140	28	23
				E									
Somewhat important	451	200	251	122	116	213	72	83	193	103	270	60	54
			A			C		F	F				
Somewhat unimportant	272	146	126	90	65	117	50	46	120	55	195	28	29
											M		
Very unimportant	176	96	79	40	46	90	49	35	54	38	121	24	16
						C	H	H					
Don't know/not sure	94	50	44	42	23	29	34	8	32	20	46	18	14
				E			G,H,I					J	

**G\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is a waste of time and money"**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Strongly agree	64	38	26	35	16	14	18	6	26	15	32	9	17
				E									J
Somewhat agree	95	60	35	47	30	18	17	18	38	22	65	6	12
		B		E	E								
Neither agree or disagree	222	111	112	61	64	97	54	27	85	57	130	30	26

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US\_nat Sample: 3rd - 6th August 2018



Total	Education					Marital Status						Children under
	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	M	N	O	P	Q	R	S	T	U	V	W	X

**R5oSk. Do you have a favorite work of visual art (e.g., any specific painting, sculpture, photograph, etc.)?**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Yes, I do	424	54	119	136	105	65	205	16	42	19	121	21	97
		K*		N	N.O	N.O	V	**	*	*		*	
No, I don't	661	63	304	213	95	48	279	13	64	37	228	40	153
		*	O.P.Q	P.Q				**	*	*		*	
Don't know/not sure	122	22	53	44	20	5	44	9	8	11	45	6	16
		J*	Q	Q				**	*	*		*	

**wt1X6. How artistic would you say you personally are?**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Very artistic	137	17	41	47	28	20	64	1	6	1	57	8	42
		*				N	T.U	**	*	*	T.U	U*	Y
Somewhat artistic	367	48	119	130	79	39	159	17	32	19	126	15	89
		*		N	N			**	*	*		*	
Not very artistic	342	40	124	119	65	35	155	15	31	21	99	21	70
		*						**	*	*		*	
Not at all artistic	302	24	150	90	40	23	135	1	40	22	92	12	56
		*	O.P.Q					**	V.W*	*		*	
Don't know/not sure	58	10	41	8	9	1	14	5	5	4	20	10	9
		*	O.Q					**	*	*		R.T.V*	

**cAocS. How important is art in general to your life?**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Very important	215	23	68	71	52	24	91	3	15	4	90	11	56
		*			N			**	*	*	U	*	
Somewhat important	451	66	139	147	105	60	216	21	49	26	119	19	114
		J*		N	N.O	N.O	V	**	V*	*		*	
Somewhat unimportant	272	20	113	105	36	18	126	4	23	15	88	15	46
		*		P.Q				**	*	*		*	
Very unimportant	176	14	89	58	16	12	68	1	19	16	63	9	35
		*	P	P				**	*	R*		*	
Don't know/not sure	94	16	67	12	12	3	26	8	7	7	33	13	15
		*	O.P.Q					**	*	*		R.T.V*	

**G\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is a waste of time and money"**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Strongly agree	64	7	34	19	6	5	20	4	2	5	28	5	19
		*						**	*	*		*	
Somewhat agree	95	13	42	36	10	7	37	8	5	3	39	3	30
		*						**	*	*		*	Y
Neither agree or disagree	222	37	99	80	33	10	108	4	19	15	67	9	40

# YouGovNY Art

US\_nat Sample: 3rd - 6th August 2018



Total	r the age of 18		Income		
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
	Y	Z	AA	AB	AC

R5oSk. Do you have a favorite work of visual art (e.g., any specific painting, sculpture, photograph, etc.)?

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Yes, I do	424	328	139	132	92	62
					Z.AC	
No, I don't	661	507	264	198	104	94
			AB			
Don't know/not sure	122	106	47	28	14	33
		X				Z.AA.AB

wt1X6. How artistic would you say you personally are?

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Very artistic	137	95	42	47	26	21
Somewhat artistic	367	278	139	105	64	59
Not very artistic	342	272	129	90	72	52
					AA	
Not at all artistic	302	246	113	113	41	35
				AB.AC		
Don't know/not sure	58	50	27	3	7	22
			AA			Z.AA.AB

cAocS. How important is art in general to your life?

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Very important	215	159	66	68	48	33
					Z	
Somewhat important	451	337	162	133	85	72
Somewhat unimportant	272	225	106	77	54	35
		X				
Very unimportant	176	141	66	67	17	25
			AB	AB		
Don't know/not sure	94	79	50	15	5	24
			AA.AB			AA.AB

G\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is a waste of time and money"

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Strongly agree	64	46	29	17	10	9
Somewhat agree	95	65	31	39	17	8
				AC		
Neither agree or disagree	222	182	86	61	33	43

**YouGovNY**  
**Art**

US\_nat Sample: 3rd - 6th August 2018



	Total	Gender		Age			Region				Race		
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
Somewhat disagree	184	100	83	55	41	88	G 30	38	76	39	120	21	24
Strongly disagree	582	250	333	158	139	285	103	102	240	136	398	82	50
Don't know/not sure	60	28	32	31	13	16	17 I	11	24	8	28	12	8

**G\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art should strive for accurate, realistic depictions of life"**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Strongly agree	126	75	51	56	30	40	30	22	51	24	71	24	19
Somewhat agree	226	118	108	75	49	102	29	34	109	53	124	33	38
Neither agree or disagree	488	244	244	151	135	202	104	92	184	107	309	69	53
Somewhat disagree	156	61	95	39	32	85	30	19	70	38	123	11	8
Strongly disagree	144	57	87	31	41	72	27	21	53	43	111	11	11
Don't know/not sure	67	31	36	33	17	17	20	14	22	11	35	12	7

**G\_3. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is necessary for a full, rich life"**

Unweighted base	1207	561	646	392	336	479	240	198	479	290	760	158	176
<b>Base</b>	1207	587	620	386	304	518	240	201	489	276	772	159	136
Strongly agree	268	130	138	89	67	112	52	41	104	71	181	36	28
Somewhat agree	366	165	202	121	86	160	67	65	162	72	231	41	46
Neither agree or disagree	315	153	161	74	94	147	64	50	129	73	194	50	40
Somewhat disagree	91	47	44	37	21	33	20	19	34	19	64	9	6
Strongly disagree	109	63	46	33	26	50	17	16	38	37	74	13	7
Don't know/not sure	58	29	29	32	11	15	20	10	23	6	29	11	8

Cell Contents (Counts, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 11

**YouGovNY**  
**Art**

US\_nat Sample: 3rd - 6th August 2018



	Total	Education					Marital Status					Children under	
		Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		J*	Q	Q			**	*	*		*		
Somewhat disagree	184	18	84	55	29	15	92	5	16	7	51	13	34
		*						**	*	*		*	
Strongly disagree	582	52	180	192	132	78	249	12	69	29	190	34	124
		*		N	N.O	N.O		**	R.U.V*	*		*	
Don't know/not sure	60	12	37	12	9	2	21	5	2	9	19	4	20
		J*	O.Q					**	*	R.T.V*		*	

**G\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art should strive for accurate, realistic depictions of life"**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Strongly agree	126	12	58	42	18	8	57	3	10	4	46	6	45
		*						**	*	*		*	Y
Somewhat agree	226	31	93	82	40	11	107	4	19	15	67	14	54
		*	Q	Q	Q			**	*	*		*	
Neither agree or disagree	488	58	196	158	86	48	217	18	41	25	163	24	103
		*						**	*	*		*	
Somewhat disagree	156	14	42	54	32	29	67	7	15	11	51	5	24
		*		N		N.O.P		**	*	*		*	
Strongly disagree	144	12	49	40	35	20	61	2	23	7	42	9	21
		*						**	R.V*	*		*	
Don't know/not sure	67	13	38	17	10	2	20	3	5	5	24	9	19
		*	Q					**	*	*		R*	

**G\_3. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is necessary for a full, rich life"**

Unweighted base	1207	113	465	396	222	124	538	26	112	59	405	67	292
<b>Base</b>	1207	139	476	393	220	118	528	38	113	67	394	68	266
Strongly agree	268	23	80	88	61	39	119	7	32	6	92	12	55
		*			N	N.O	U	**	U*	*	U	*	
Somewhat agree	366	49	106	125	87	48	170	9	40	25	101	21	88
		*		N	N	N		**	*	*		*	
Neither agree or disagree	315	31	164	97	38	14	142	14	22	15	103	20	56
		*	O.P.Q	Q				**	*	*		*	
Somewhat disagree	91	11	40	24	16	11	41	4	10	1	31	5	21
		*						**	*	*		*	
Strongly disagree	109	15	51	45	10	3	40	1	5	12	45	5	29
		*	P.Q	P.Q				**	*	R.T*		*	
Don't know/not sure	58	10	34	14	8	2	16	3	5	7	22	4	16
		*	O.Q					**	*	R*		*	

Cell Contents (Co00 (\*))

# YouGovNY

## Art

US\_nat Sample: 3rd - 6th August 2018



	Total	Under the age of 18	Income			
		No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
Somewhat disagree	184	150	73	57	34	20
Strongly disagree	582	458	203	178	111	90
Don't know/not sure	60	40	28 AA	6	6	19 AA,AB

G\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art should strive for accurate, realistic depictions of life"

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Strongly agree	126	81	50	42	20	14
Somewhat agree	226	172	95	64	35	32
Neither agree or disagree	488	385	176	148	78	86
Somewhat disagree	156	132	39	60 Z	38 Z,AC	19
Strongly disagree	144	123 X	58	36	30	20
Don't know/not sure	67	48	31 AA	9	8	18 AA,AB

G\_3. To what extent do you agree or disagree with the following statements? Please select one option on each row. - "Art is necessary for a full, rich life"

Unweighted base	1207	915	433	362	228	184
<b>Base</b>	1207	941	450	358	210	189
Strongly agree	268	213	85	82	57 Z	45
Somewhat agree	366	278	136 AC	114 AC	80 AC	37
Neither agree or disagree	315	259	132 AB	96 AB	37	50
Somewhat disagree	91	70	33	23	18	17
Strongly disagree	109	79	38	40	13	18
Don't know/not sure	58	42	26 AA	5	5	22 Z,AA,AB

Cell Contents (Co